



KSHB-TV

ORDER

Print Date 10/23/12 Page 1 of 3

Flight Dates **10/23/12-10/29/12**

Contract / Revision **315640 / 430-Missourians for Fair and Impai**

Original Date / Revision **10/23/12 10/23/12**

Advertiser **Missourians for Fair and Im**

Agency **Buying Time LLC**
 Buying Contact
650 Massachusetts Avenue NW - S
Washington, DC 20001

Agency **Buying Time LLC**

Buying Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT
 Agency Ref 2

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **2501-MFICC Broadcast 10.23-1**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	36	\$21,547.50	\$25,350.00	0.00	10/01/12	10/28/12	36	\$21,547.50	\$25,350.00
November 2012	12	\$8,138.75	\$9,575.00	0.00	10/29/12	10/29/12	12	\$8,138.75	\$9,575.00
Totals	48	\$29,686.25	\$34,925.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/23/12	10/29/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	-- 111--	:30	3	\$600.00	P-1	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-- 111--		3		\$600.00		0.00				
N 2	KSHB	10/23/12	10/29/12	Today Show Today Show	CM	7-9a	1- 111--	:30	4	\$750.00	FX	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	1- 111--		4		\$750.00		0.00				
N 3	KSHB	10/23/12	10/29/12	Today Show II Today Show II	CM	9-10a	1- 111--	:30	4	\$350.00	P-1	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision 315640 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:30:00

Advertiser **Missourians for Fair and In** Product **430-Missourians for Fair an** Estimate # **2501-MFICC Broadcast 10.23-**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	10/23/12	10/29/12	Today Show II Today Show II	CM	9-10a	1-111--	:30	4	\$350.00	P-1	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-111--					4	\$350.00		0.00			
N 4	KSHB	10/23/12	10/29/12	M-F 430-5p Action News @ 430PM	CM	430-5p	1-11---	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-11---					3	\$450.00		0.00			
N 5	KSHB	10/23/12	10/29/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	1-111--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-111--					4	\$800.00		0.00			
N 6	KSHB	10/23/12	10/29/12	Nightly News Nightly News	CM	530-6p	1-1----	:30	2	\$2,700.00	FX	0.00	NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-1----					2	\$2,700.00		0.00			
N 7	KSHB	10/23/12	10/29/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	1-111--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-111--					4	\$1,200.00		0.00			
N 8	KSHB	10/23/12	10/29/12	M-F Late News M-F Late News	CM	10-1035p	1-111--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-111--					4	\$1,500.00		0.00			
N 9	KSHB	10/23/12	10/29/12	NBC Action News at 5p 3M NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$400.00		0.00			
N 10	KSHB	10/23/12	10/29/12	NBC Action News at 6p 3M Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$450.00		0.00			
N 11	KSHB	10/23/12	10/29/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$100.00		0.00			
N 12	KSHB	10/23/12	10/29/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$350.00		0.00			
N 13	KSHB	10/23/12	10/29/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$300.00		0.00			
N 14	KSHB	10/23/12	10/29/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$2,000.00		0.00			
N 15	KSHB	10/23/12	10/29/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	1-111--	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1-111--					4	\$250.00		0.00			



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Contract / Revision **315640** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

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Order Sep 00:30:00

Advertiser **Missourians for Fair and In** Product **430-Missourians for Fair an** Estimate # **2501-MFICC Broadcast 10.23-**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KSHB	10/23/12	10/29/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	1-111--	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	1-111--		4				\$250.00		0.00			
N 16	KSHB	10/29/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	M-----		1				\$250.00		0.00			
N 17	KSHB	10/23/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1-2p	---1---	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	---1---		1				\$150.00		0.00			
N 18	KSHB	10/23/12	10/29/12	M-F 630-7p M-F 630-7p	CM	630-7p	1--1---	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	1--1---		2				\$1,000.00		0.00			
N 19	KSHB	10/23/12	10/29/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1-11---	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	1-11---		3				\$100.00		0.00			
N 20	KSHB	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	1--11--	:30	3	\$225.00	P-1	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	1--11--		3				\$225.00		0.00			
Totals														48	\$34,925.00